

What is claimed is:

1. A method of checking content comprising:

placing content in electronic form thereby creating an electronic content file on a first computer system;

storing the electronic content file in a content medium on the first computer system;

completing a submission form, the submission form describing the content medium and indicating one or more recipients of the content medium, the submission form completed by a submitter;

transmitting the content medium and the submission form to the one or more recipients;

a recipient collecting feedback data on the electronic file content stored on the content medium; and

transmitting the feedback data to the submitter.

2. A method as recited in claim 1 further comprising assigning an identifier to the electronic content file and storing the identifier in the content medium. and assigning an identifier to the electronic content file.

3. A method as recited in claim 2 further comprising storing additional electronic content files on the content medium.

4. A method as recited in claim 1 further comprising completing a submission form at a service provider computer system.

5. A method as recited in claim 4 wherein the submission form is available at a web site at the service provider computer system.

6. A method as recited in claim 1 further comprising transmitting the content medium and the submission form to the one or more recipients using a global computer network.

7. A method as recited in claim 1 wherein a recipient collecting feedback data on the electronic file content further comprises attaching an evaluation form to the electronic file content.

8. A method as recited in claim 1 wherein the feedback data is transmitted to the submitter via the service provider computer system.

9. A method of checking content comprising:
receiving an electronic package from a submitter, the electronic package containing at least one content item;
viewing a content item;
entering a comment on the content item;
collecting further comments from one or more entities; and
transmitting the comment and the further comments to the submitter.

10. A method as recited in claim 9 further comprising transmitting the electronic package to one or more primary recipients.

11. A method as recited in claim 9 further comprising forwarding the content item to the one or more entities for collecting further comments.

12. A method of performing clearance comprising:
encoding a spot thereby creating an electronic spot file on a first computer system;
assigning an identifier to the electronic spot file;
associating the electronic spot file and identifier with a content medium;

entering a spot count in a submission form corresponding to the content medium, the spot count corresponding to the number of electronic spot files associated with the content medium;

entering one or more recipients of the content medium in the submission form;

transmitting the content medium to the one or more recipients;

evaluating the electronic spot file on a second computer system; and

transmitting feedback relating to the electronic spot file.

13. A method as recited in claim 12 wherein encoding a spot further comprises using a codec program to create a QuickTime file.

14. A method as recited in claim 12 wherein the first computer system is an encoding station.

15. A method as recited in claim 12 wherein assigning an identifier to the electronic spot file further includes assigning a file description to the electronic spot file.

16. A method as recited in claim 12 wherein the identifier is an ISCI code.

17. A method as recited in claim 12 further comprising associating a plurality of electronic spot files with the content medium.

18. A method as recited in claim 12 further comprising completing the submission form on a clearance service provider web site.

19. A method as recited in claim 12 wherein the content medium represents a digital tape submitted to the one or more recipients.

20. A method as recited in claim 19 wherein the one or more recipients includes television broadcasters.

21. A method as recited in claim 12 further comprising transmitting the feedback data to the first computer system.

22. A method of performing clearance comprising:
transmitting an electronic package from a sender to a recipient;
completing a submission form describing the electronic package and containing a list of recipients;
receiving the electronic package;
collecting feedback on the electronic package; and
transmitting the feedback to the sender.

23. A method as recited in claim 22 wherein the electronic package contains one or more encoded files, an encoded file representing a spot.

24. A method as recited in claim 22 wherein the electronic package is transmitted by an advertiser and the recipient is a television broadcasting company.

25. A method as recited in claim 22 wherein the electronic package is transmitted from a clearance service provider to the recipient.

26. A method as recited in claim 22 wherein completing a submission form further comprises accessing the submission form on a web site under control of the clearance service provider.

27. A computer system for checking content comprising:
one or more processors; and
one or more memory storage areas containing:
a conversion program for converting a content into an electronic content file;

a submitter form;
a distribution program for distributing the electronic content file and the submitter form to one or more entities; and
an access program for accessing the electronic content file and enabling the attachment of a comment to the electronic content file.

28. A content checking system as recited in claim 27 wherein the conversion program is a codec program.

29. A content checking system as recited in claim 27 wherein the electronic content file is a QuickTime file.

30. A content checking system as recited in claim 27 wherein the distribution program resides on a clearance service provider computer system.

31. A content checking system comprising:
a submitter form;
an electronic content file;
a content medium for storing the electronic content file and the submitter form;
a distribution program for distributing the content medium;
an access program for accessing the content medium and playing the electronic content file; and
a feedback form.

32. A method of checking content comprising:
placing content in a physical form thereby creating a physical content package;
completing a submission form, the submission form describing the content package and indicating one or more recipients of the content package, the submission form completed by a submitter;

sending the content package and the submission form to the one or more recipients;

a recipient collecting feedback data on the content package; and
transmitting the feedback data to the submitter.

33. A method of checking content as recited in claim 32 wherein the physical content package is a CD-ROM or a DVD.

34. A method of checking content as recited in claim 32 wherein the physical content package contains content that is encrypted using a key provided by a content checking service provider.

35. A method of checking content as recited in claim 32 further comprising viewing the physical content package using a key such that a subset of the data is blocked.